

The thesis *"User habits of smartphone owners in terms of consumption of media content"* aims to expertly uncover a deeper description of user habits of today's smartphone users, and focus primarily on aspects of the consumption of media content on these devices, such as applications, games, web browsing, news, audiovisual content and social networks. The purpose is to give a complete picture of today's smartphone users as consumers of new technological media and to reveal the spectrum of influence that these smartphones have on their users, whether in positive or negative connotations. Using the methods of qualitative research interviews were conducted with representatives of the younger users of smartphones, specifically from Generation Y. The result of the investigation was to identify and describe on what media content representatives of this generation consume on their smartphones and how they reflect their own smartphone usage. It has been shown that most young people interact with their surroundings through social networks on smartphones and also that some of them would be hardly able to live without them, although they were aware of strong smartphones impact on themselves and their broader cultural environment.